THE SPARKS FOUNDATION

Data Science And Business Analytics Internship

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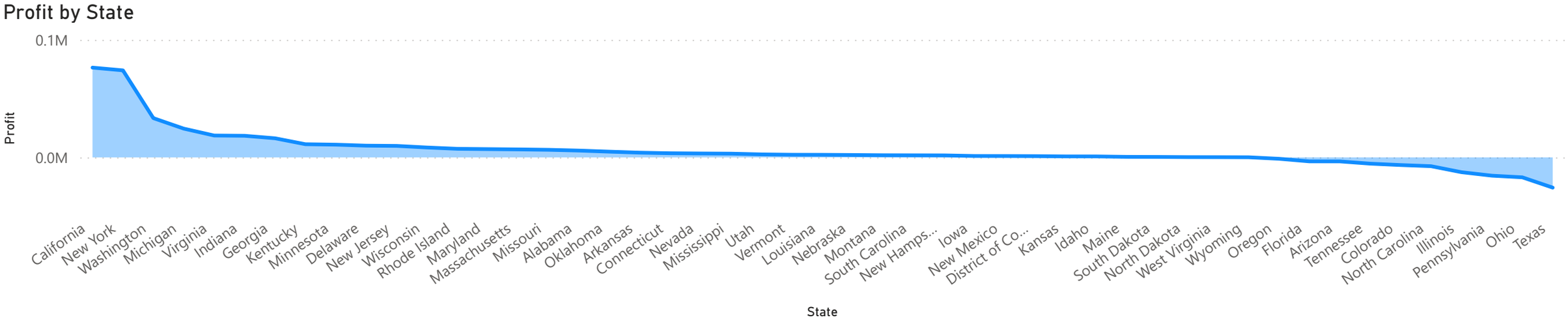
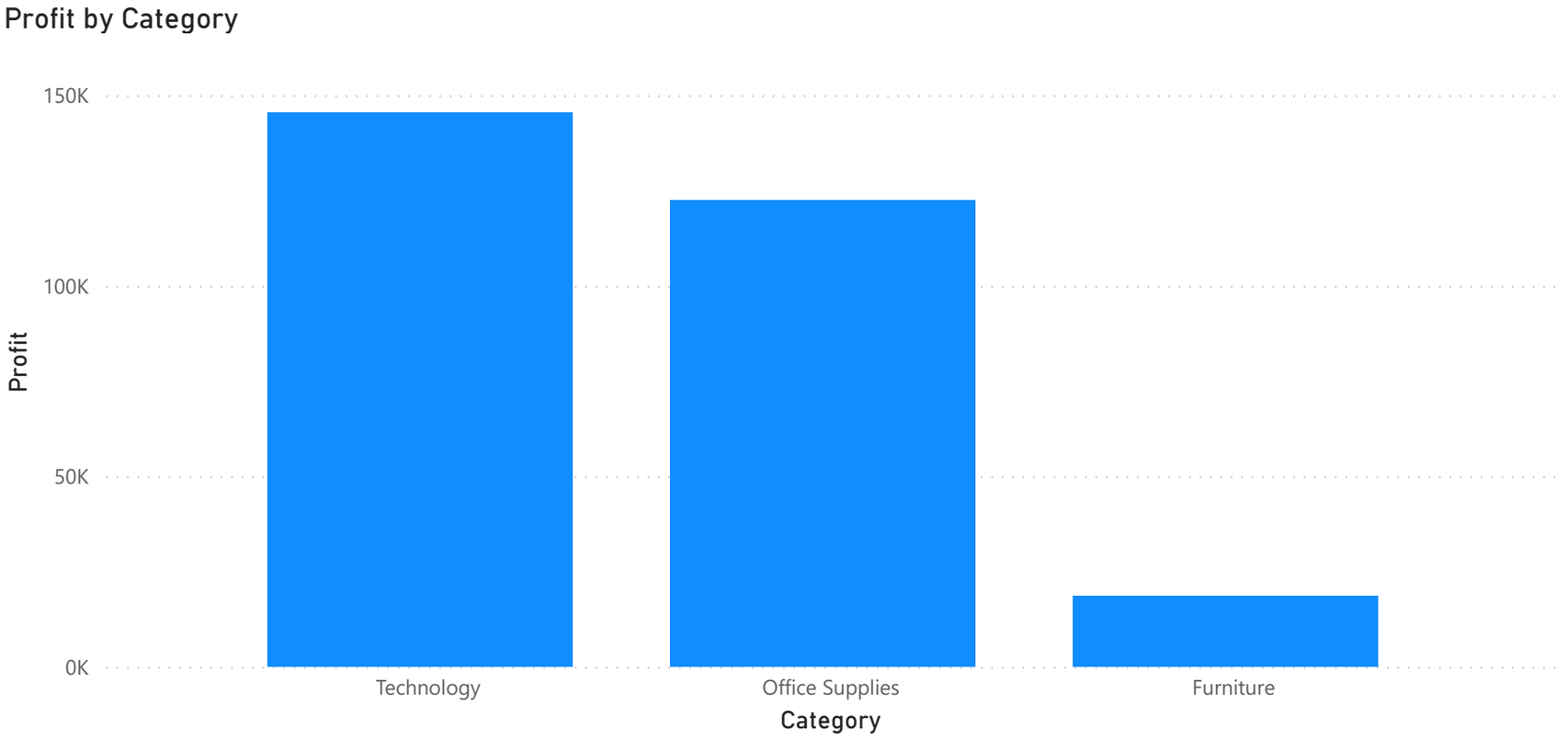
#GRIP JULY 2022

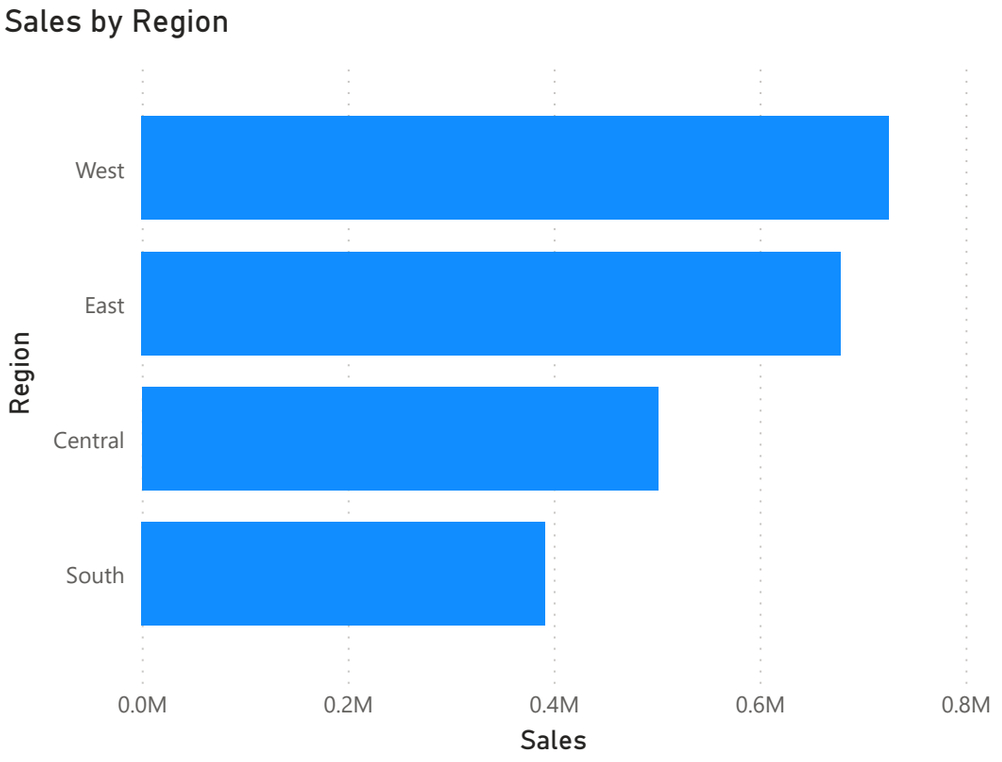
Task 1 : Exploratory Data Analysis - Retail
(Level - Beginner)



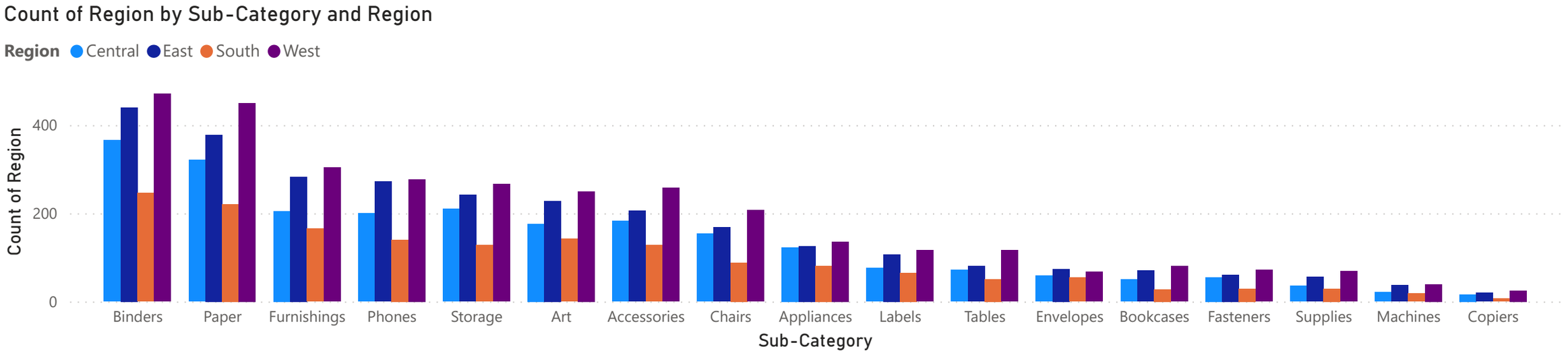
We can infer from the above barplot that the states - California and New York are having the highest profit while Ohio, Pennsylvania and Texas are having the highest losses or least profits(negative)



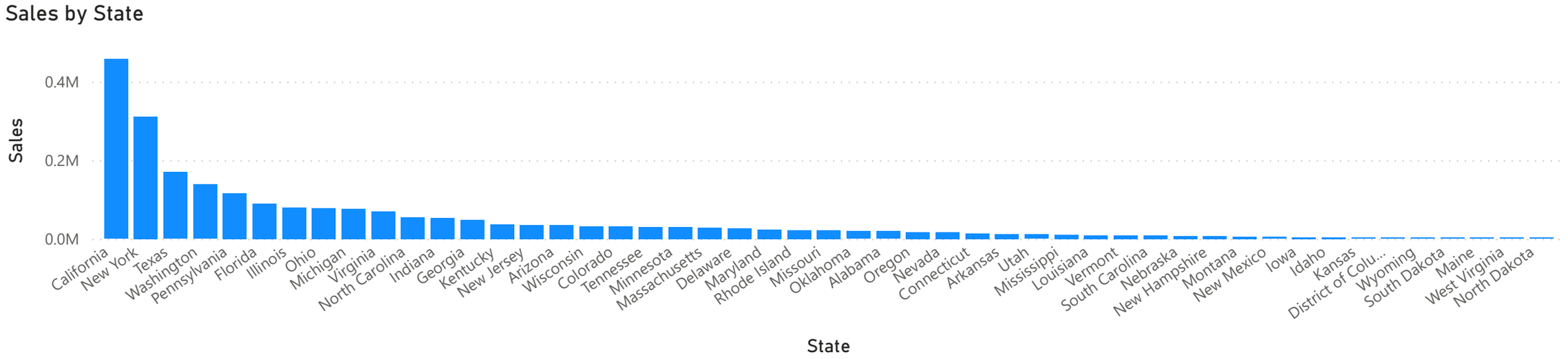
We can see that the profits are least for furniture



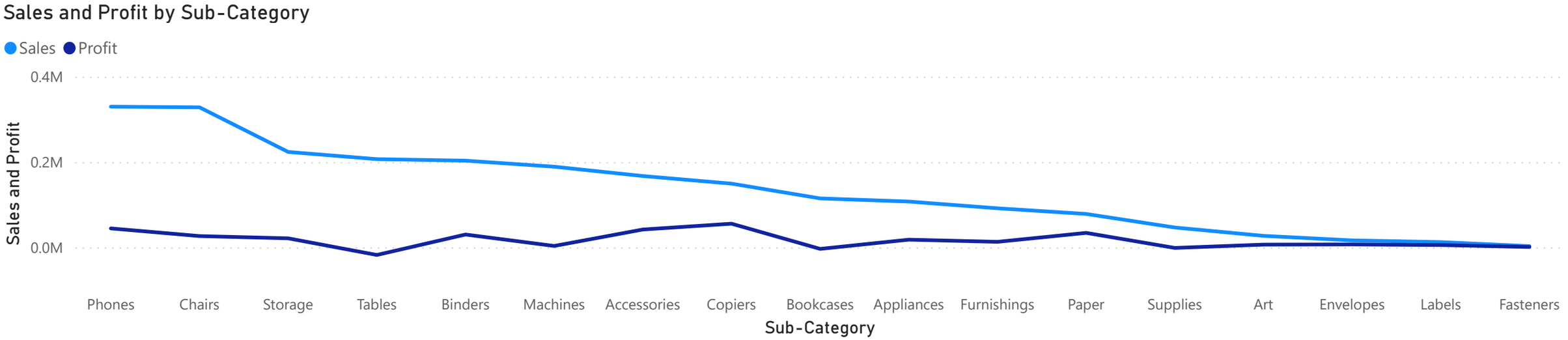
South contributes the least to sales



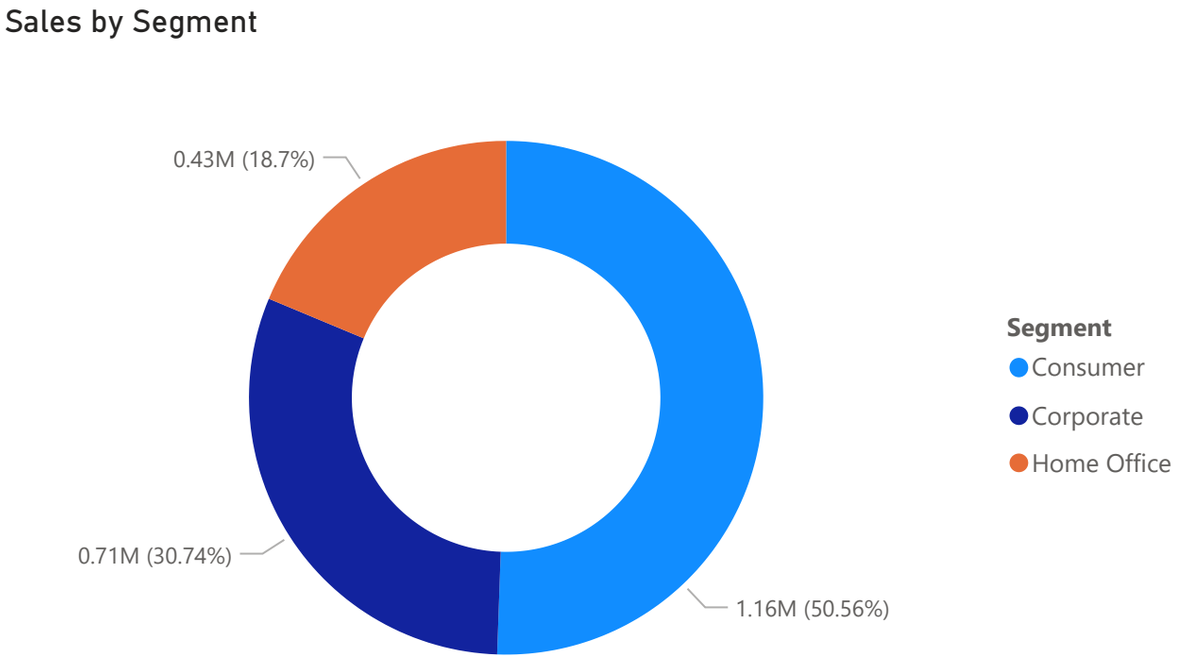
Copiers, Machines and Supplies are the least sold products overall . South accounts for the least sales in any of the sub-categories.



1. Highest sales- California, New York and Texas
2. Least sales- North Dakota, West Virginia, Maine and South Dakota



We can conclude that our sales are higher as compared to our profit.



Home office segment makes the least sales

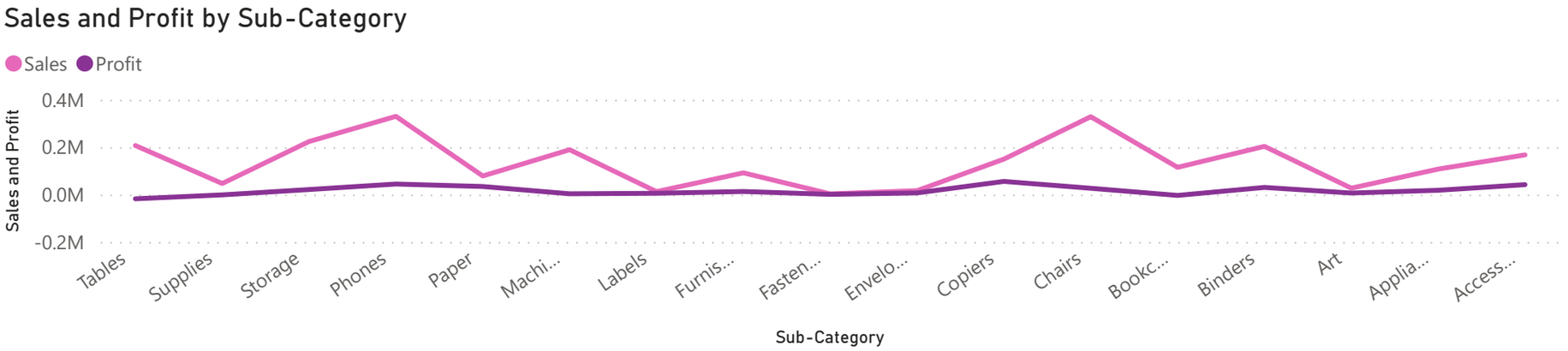
Conclusion :

- We can conclude that our sales are higher as compared to our profit.
- Tables, Bookcases and Supplies are responsible for maximum losses(in negative)

Weak Areas :

- Though Copiers are the least sold products it makes most of the profit so, we must look for ways to improve the sales of the Copiers.
- Tables should either be removed from the market or major changes should be made to tables in order to not incur losses in future.
- We should try to improve our sales in North Dakota, South Dakota , West Virginia and Columbia using new techniques.
- Our sales at Illinois, Ohio, Texas and Pennsylvania are making losses so we must concentrate on the loss making issues in this region.
- So , in order to improve our sales and profit we must pay special attention to our losses and strengthen our weak areas as mentioned above.

Superstore Dashboard



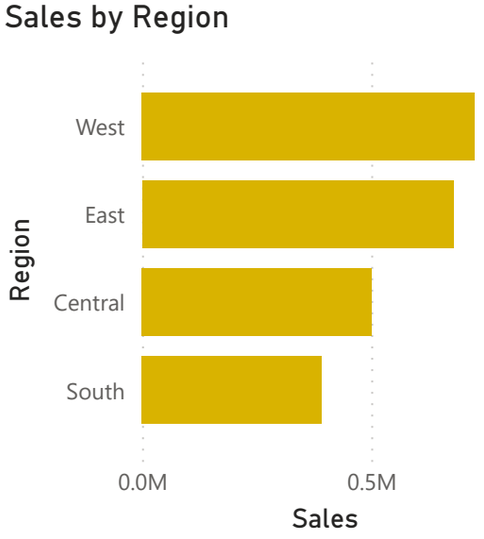
Profit ₹286.40K

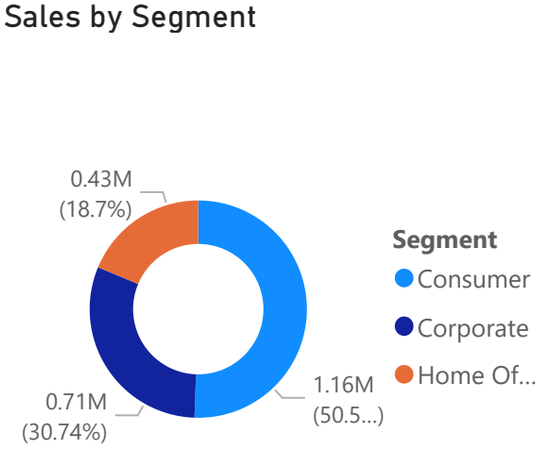
Discount 1.56K

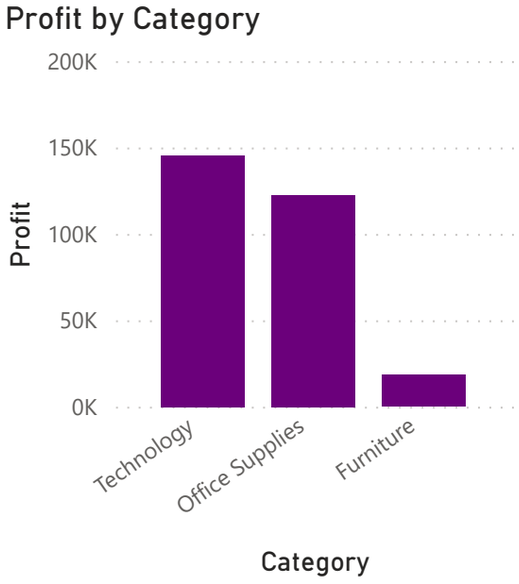
Sales 2.30M

Quantity 38K

Region







First Class

Same Day

Second Class

Standard Class

Central

East

South

West